

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Confirmation No.: 4272

Bhavesh Mehta, et al.

Group Art Unit No.: 3622

Serial No.: 10/648,599

Examiner: Jeffrey D. Carlson

Filed on: August 25, 2003

For: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
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Via EFS-Web  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Enclosed is at least one copy of Form PTO/SB/08 (A or B) together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):



37 C.F.R. §1.97(b). It is respectfully requested that the cited documents be considered and that each enclosed copy of Form PTO/SB/08 (A or B) be initialed by the Examiner to indicate such consideration and a copy thereof returned.

☐ 37 C.F.R. §1.97(c). If so, then this Information Disclosure Statement includes one of the following:

☐ A statement pursuant to 37 C.F.R. §1.97(e)

☐ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement.

☐ 1.97(e)(2) The undersigned hereby states that no item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in this information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

☐ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

It is respectfully requested that the cited documents be considered and that each enclosed copy of Form PTO/SB/08 (A or B) be initialed by the Examiner to indicate such consideration and a copy thereof returned.

☐ 37 C.F.R. §1.97(d). If so, then this Information Disclosure Statement includes the following:

☐ A statement pursuant to 37 C.F.R. §1.97(e)

☐ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement; OR

☐ 1.97(e)(2) The undersigned hereby states that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in §1.56(c)

more than three months prior to the filing of this information disclosure statement.

AND

☐

A check for \$180.00 for the fee under 37 C.F.R. §1.17(i) for submission of the Information Disclosure Statement.

It is respectfully requested that the cited documents be considered and that each enclosed copy of Form PTO/SB/08 (A or B) be initialed by the Examiner to indicate such consideration and a copy thereof returned.

☐

37 C.F.R. §1.97(i). Applicants are submitting references to satisfy Applicants' disclosure obligations in hopes that the references will be considered by the Examiner. Although the submission does not fully meet 37 C.F.R. §1.97, Applicant respectfully requests that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to Applicant(s). It is understood that if the Examiner does not consider the cited references, the cited documents will be placed in the file pursuant to 37 C.F.R. §1.97(i).

Accordingly, copies of the references as listed on the attached Form PTO 1449 are submitted herewith. No certification or fees are deemed necessary.

☐

The Examiner is hereby notified that the present application is related to the following related application(s):

#### DISCLOSURE OF RELATED APPLICATIONS

U.S. Application/ Pat. No.	File Date	Atty. Docket. No.

The related application(s) may contain subject matter that is related to the subject matter of the present application. The related application(s) may contain one or more claims that may be substantially similar to one or more claims in the present application, and those claims may have been rejected in the related application(s). Therefore, the Examiner is encouraged to review the file history(ies) of the related application(s) as some of the information contained therein may be material to the examination of the present application.

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The Examiner is hereby notified that for the following related application(s) an Office Action or other PTO correspondence has been received as indicated below:

Y00235US00

**DISCLOSURE OF USPTO CORRESPONDENCE**

U.S. Application/ Pat. No.	File Date	Correspondence Type	Correspondence Mailing Date	Atty. Docket. No.
10/799,048	3/11/2004	Office Action	2/4/2009	50269-0578

The related application(s) may contain one or more claims that may be substantially similar to one or more claims in the present application, and those claims may have been rejected in the related application(s). The related application(s) may also have one or more cited references that are common to the cited reference(s) in the present application, and the common reference(s) may have been analyzed by the Examiner(s) in the related application(s). Therefore, the Examiner is encouraged to review the file history(ies) of the related application(s) as some of the information contained therein may be material to the examination of the present application.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: April 3, 2009

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